

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 2
Mtg. Date September 15, 2015
Dept. City Manager's Office

Item Title: **City of Lemon Grove Website Policy**

Staff Contact: [Laureen Ryan Ojeda, Administrative Analyst]

Recommendation:

Adopt a resolution (Attachment B) approving a City website policy (Attachment C).

Item Summary:

The purpose of the website policy (Attachment C) is to provide guidelines for the functioning and content of the City of Lemon Grove website and to ensure that current standards and practices are maintained and that content is timely and accurate.

Fiscal Impact:

[None.]

Environmental Review:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Not subject to review | <input type="checkbox"/> Negative Declaration |
| <input type="checkbox"/> Categorical Exemption, Section [] | <input type="checkbox"/> Mitigated Negative Declaration |

Public Information:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> None | <input type="checkbox"/> Newsletter article | <input type="checkbox"/> Notice to property owners within 300 ft. |
| <input type="checkbox"/> Notice published in local newspaper | <input type="checkbox"/> Neighborhood meeting | |

Attachments:

- A. Staff Report
- B. Resolution
- C. Website Policy

Attachment A

LEMON GROVE CITY COUNCIL STAFF REPORT

Mtg. Date September 15, 2015

Item Title: City of Lemon Grove Website Policy

Staff Contact: Laureen Ryan Ojeda, Administrative Analyst

Discussion:

The purpose of the website policy (Attachment C) is to provide guidelines for the functioning and content of the City of Lemon Grove website and to ensure that current standards and practices are maintained and that content information is timely and accurate.

Conclusion

Staff recommends that the City Council adopts a resolution (Attachment B) approving a website policy (Attachment C).

Attachment B

RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LEMON GROVE, CALIFORNIA APPROVING A WEBSITE POLICY

WHEREAS, the City website is an important and relevant communication tool; and

WHEREAS, many Lemon Grove residents, visitors, and businesses are capable of receiving information about City activities and emergencies from the City's website; and

WHEREAS, there currently does not exist a City website policy; and

WHEREAS, staff created a website policy that protects the City's interest as well as the safety of the public; and

WHEREAS, it is in the best interest of the City to adopt a website policy.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lemon Grove, California adopts a website policy (**Attachment C**).

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City of Lemon Grove Website Policy

PURPOSE

The purpose of this policy is to provide guidelines for the functioning and content of the City of Lemon Grove Website and to ensure that current standards and practices are maintained in the website design with content information that is timely and accurate.

POLICY FOR USE OF CITY WEBSITE

- I. Objectives of the Policy are as follows:
 1. To make public proceedings and events more accessible to the Lemon Grove residents, business owners, and other stakeholders by providing Agendas, minutes and other materials concerning City Council and Focus Group meetings.
 2. To advance the public's health, safety and welfare by providing information for and interacting with the citizens, businesses, and visitors of Lemon Grove. This includes promoting tourism and economic development within the City and the region.
 3. To increase community awareness of City services.
 4. To provide more extensive information on selected City topics and activities not fully covered by existing communications media.
 5. To supplement public safety and disaster preparedness activities and information.
 6. To document and archive City events and activities.
- II. All content of the City's Website shall be under the sole responsibility of the City of Lemon Grove. All content on the Website shall be subject to approval by the City Manager or his/her designee. Any decision by the City Manager may be appealed to the City Council at the request of the applicant.
- III. Website Linking Policy

This linking policy is declaratory of the City of Lemon Grove's administrative practice regarding the establishment of links from and to its Website.

The following content guidelines shall be adhered to:

Community Services: Entities or organizations providing public services to City residents (for example, public utilities and school districts serving residents), and nationally recognized service clubs having local chapters meeting within the City of Lemon Grove on a not less than monthly

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basis, which have as one of the primary purposes providing services to the communities served by their members, maybe linked.

For purposes of this policy, an “external link” is a hyperlink from the City’s Website to a website maintained by another party. Neither the City of Lemon Grove nor the external links listed on such website constitute a forum for expressive activity by members of the public. Rather, the purpose of the City’s Website and the external links is to provide information about City services, officials and attractions and to promote the public’s health, safety and welfare. The City is not responsible for, does not endorse, and cannot assure the accuracy of information on these outside websites. (See Disclaimer of Endorsement below.)

Every request by a person or entity to have the City provide a link from its website to the requesting party’s website must undergo review to determine its relevance and appropriateness to the City Website’s purpose. The City Manager or his/her designee will review the merits of the requested link, keeping in mind the criteria and examples listed below, to determine whether the link serves the overall purpose of the City’s Website. A request will not be denied because of a viewpoint espoused by the person or entity. Furthermore, the following criteria will be used in considering requests for links from the City of Lemon Grove’s Website.

At its discretion the City may provide links to external sites that fall into one of the following categories:

- Sponsored by governmental and education institutions
- Maintained by organizations in a contractual relationship with, funded or created by the City of Lemon Grove
- Corporations, foundations, associations, etc with a purpose statement devoting itself to assisting the City of Lemon Grove
- Websites of non-profit organizations that assist people in finding housing or other human and/or social services in Lemon Grove
- Non-profit organizations providing employment, non-elective health care and other services to City residents
- Organizations providing the public with information or access to the arts, humanities, culture or education
- Non-profit Lemon Grove business development organizations
- Organizations partnering with Lemon Grove to meet the City’s strategic or operational goals
- Organizations that provide government related information and/or services in a way that is not available on the official government website
- Library related links

The City’s Website will not provide links to sites:

1. **Political Use of City Website:** The website may not be utilized for the promotion or “use” of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on a ballot shall not be permitted. Candidates for election or re-election

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to any office shall not be permitted to “use” the City’s Website, except as may be part of a formal public meeting.

2. **Position Advocacy:** Any direct advocacy messages including specific promotional messages on behalf of or opposing any ballot initiative, measure proposed by a City Department, or items under consideration of the City Council or its commissions or advisory bodies shall generally not be permitted. Informational materials prepared by City representatives on initiatives, referenda, or measures proposed by a City Department may be posted so long as it doesn’t advocate a position on the measure.
3. **Commercialism:** There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements for City sponsored or sanctioned events. All material shall be consistent with the appropriate Council Policies pertaining to commercialism.
4. **Lotteries:** Advertising or other information concerning any lottery, gift enterprise or similar promotion is prohibited.
5. **Promotion and Religion:** Material that directly promotes religious beliefs or religious philosophies shall not be presented on the Website.
6. **Defamatory Material:** Subject matter which is defamatory in nature (e.g. slander) shall not be presented on the Website.
7. **Indecent or Obscene Content:** There shall be no presentation of material on the Website which content, in the opinion of the City Manager or his/her designee, is indecent, obscene or illegal.
8. **Copyright Restrictions:** Material containing copyrighted materials will not be represented on the Website without proper copyright authorization. Outside agencies submitting material to display on the City’s Website are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.

Location and Appearance of Links

The City reserves the right to determine how and where external links will appear on its Website; e.g.: what page the link appears on and where the link is placed on the page.

Links to the City of Lemon Grove’s Website

Any link to the City’s Website should be a full forward link that passes the client browser to the City’s Website unencumbered. The web browser’s “back” button should return the visitor to the originating site if the visitor wishes to back out.

Disclaimer of Endorsement

The information posted on the Lemon Grove Website includes hypertext links to information created and maintained by other public and/or private organizations. Lemon Grove provides these links solely for users of the City’s website information and convenience. When users select a link to an outside website, they are leaving the Lemon Grove Website and are subject to the privacy and security policies of the owners/sponsors of the external website.

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- The City of Lemon Grove does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website;
- The City does not endorse or recommend any third party website, product, or services, unless otherwise noted;
- The City of Lemon Grove does not authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website;
- The City of Lemon Grove is not responsible for transmissions users receive from linked website.